1960

Remember When™...

A Nostalgic Look Back in Time

Remember When
1960

To: Martin Felsenfeld

From: Cecilia Benjamin

Date: March 23, 2009

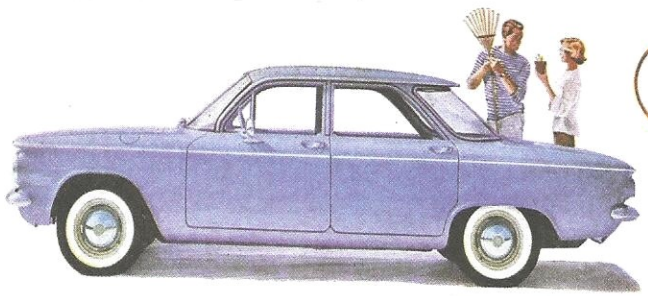
The richness of life
lies in the memories
we have forgotten.

Silent partner

BUILT-IN QUALITY OF BODY BY FISHER

Ride in a Corvair by Chevrolet and you ride in quiet, spacious comfort. The Exclusive Extra of Corvair's Unistrut Body by Fisher welds roof, floor, sides, frame and fenders into one sturdy steel unit to set new compact car standards of quiet and safety.

There's nothing like a new car and, when you get your next one, be sure you get all the built-in quality extras of Body by Fisher: Magic-Mirror Finish • Sound Barrier Build • Safety Plate Glass All Around Vault-Solid Doors • Contour-Molded Carpets and Mats.



The Exclusive Extra
IN ALL GENERAL MOTORS CARS

CHEVROLET
PONTIAC
OLDSMOBILE
BUICK
CADILLAC

Body by Fisher

Corvair 700 4-Door Sedan

1960 Timeline

January

In San Francisco, outfielder Willie Mays signs with the Giants for $85,000.

February

While live on the air, Jack Paar walks off his TV show.

March

Elvis Presley ends his two-year hitch in the U.S. Army.

April

The first weather satellite is launched.

May

A baseball game in Milwaukee is postponed due to dense fog.

June

Roy Orbison releases "Only the Lonely."

July

Dr. Barbara Moore completes a 3,207 mile walk from LA to NYC.

August

The first photograph to be bounced off a satellite is received in Cedar Rapids, Iowa.

September

The first animation prime-time series, "The Flintstones," premieres.

October

The Peace Corps is first suggested by JFK.

November

The Copyright Office issues its ten millionth registration.

December

In baseball, the Washington Senators join the American League.

1960 World News

Soviet missiles shoot down a U-2 spy-plane capturing CIA pilot Francis Gary Powers.

Fidel Castro nationalizes all American property.

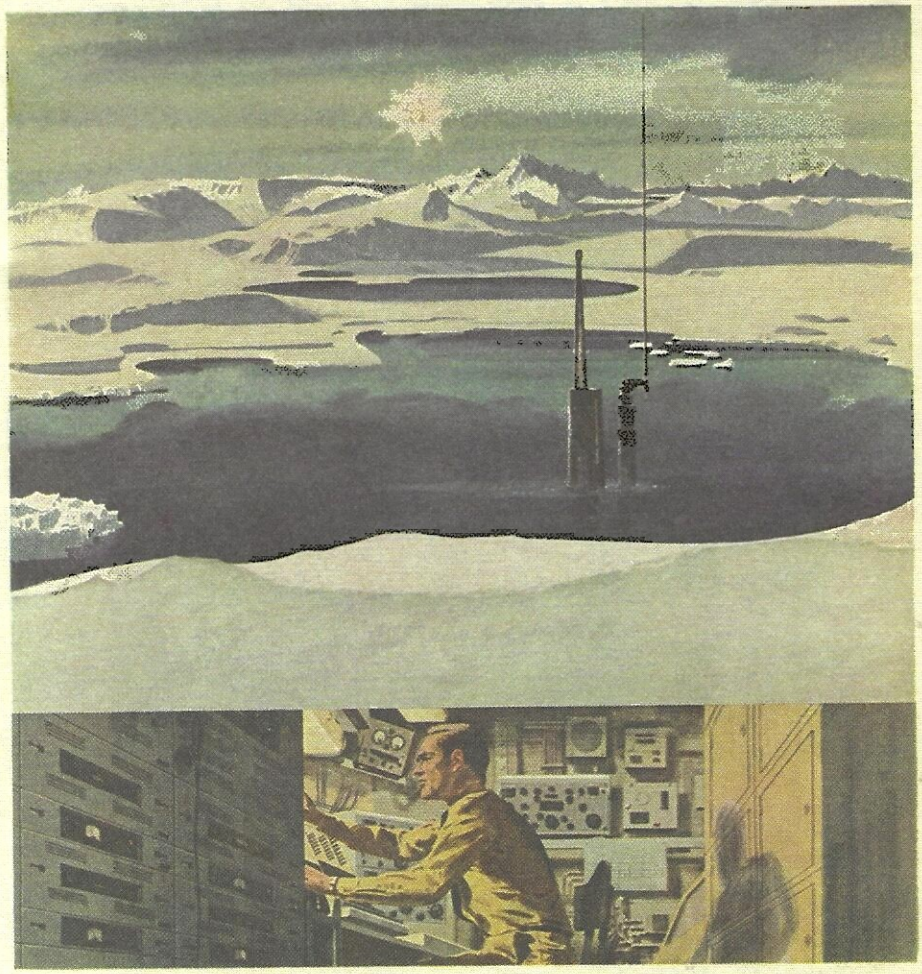
Brasilia becomes the capital of Brazil.

Israel captures Adolf Eichmann.

A report states that from 1951 to 1960 - 2,515,479 immigrants arrive in the United States.

France becomes the fourth nation to acquire atomic capability (after the United States, Britain and the U.S.S.R.), exploding a nuclear device in the Sahara Desert.

Nigeria becomes a member of the British Commonwealth.



communications for roving missile bases

COLLINS ELECTRONICS

Operating under a polar ice cap or roaming the open seas under nuclear power, Polaris-launching submarines this year add a new, powerful, unique weapon to the Free World's war deterrent arsenal. Concealed by ocean depths, these ever moving missile bases cannot be accounted for by an enemy planning a surprise attack. The U. S. Navy's Fleet Ballistic Missile submarine is the product of the highest achievements in nuclear propulsion, missiles, navigation and communication. Collins long range, single sideband radio systems will provide the dispersed submarine fleet with a reliable link in communications.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

1960 National News

President Eisenhower warns against the "military-industrial-complex" in his farewell address.

Southern Senators set a filibuster record (83 hours) in opposition to civil rights legislation.

John F. Kennedy wins the 1960 Presidential election by 113,057 votes, defeating Vice-President Richard Nixon.

Aluminum cans are used for the first time.

In the Hughes Laboratory in California, physicist Theodore Maiman perfects the laser, now widely used in surgery, holography, communications and printing.

Xerox introduces the first commercial document reproduction machine in 1960.

1960 Television Favorites

- The Andy Griffith Show (CBS)
- The Real McCoys (ABC)
- Rawhide (CBS)

Comet
the better compact car
THE ONLY COMPACT CAR
WITH FINE-CAR STYLING...
PRICED WITH OR BELOW
THE OTHER COMPACTS
COMET IS REALLY VALUE-PACKED
THE ONLY COMPACT WITH FINE-CAR STYLING
A spirited sense of proportion gives Comet the most successful styling in its field. Smart new rust-proof aluminum grille, exquisite interiors, fine-car appointments everywhere.
THE FIRST FAMILY-SIZE COMPACT
Comet's 114" wheelbase... longer than any other compacts... provides spacious comfort that other compacts sacrifice. There's trunk space for a load of luggage besides: over 28 cubic feet!
BIG-CAR RIDE . . . SMALL-CAR HANDLING
Refined suspension (plus the 114" wheelbase) makes Comet's ride smoother than many standard cars! And Comet parks, turns and handles almost as easily as a baby carriage.
PRICED WITH OR BELOW THE OTHER COMPACTS
For all its fine-car flair, family-size comfort, big-car ride and extra-value features, Comet's price is surprisingly low.
NEW THRIFT POWER 170 ENGINE FOR '61
Comet now offers two economy engines . . . The Thrift Power Six plus the new optional Thrift Power 170 for 11% faster passing, for 22% better acceleration on hills.
CHOOSE FROM TWO- AND FOUR-DOOR WAGONS, TOO
With over 76 cubic feet of cargo space and retractable rear window for easier loading, a Comet wagon is one of the most efficient on the road.
SEE COMET AT YOUR MERCURY-COMET DEALER
ONE YEAR OR 12,000 MILE WARRANTY
Your Comet dealer is extending his warranty on 1961 Comets to 12,000 miles or one full year, whichever comes first. See him to obtain full information. He'll gladly show you a copy of his new warranty.
LINCOLN-MERCURY DIVISION
BUILDERS OF FINER CARS OF EVERY SIZE FOR EVERY PURPOSE

1960 Sports News

World Series Champion
Pittsburgh Pirates

U.S. Open Golf
Arnold Palmer

Pro Football Champions
Philadelphia Eagles & Houston Oilers

Indianapolis 500 Winner
Jim Rathmann/138.767 MPH

Stanley Cup Winner
Montreal Canadiens

NCAA Basketball Champion
Ohio State

College Football Champions
Minnesota & Mississippi

Heisman Trophy Winner
Joe Bellino from Navy

REMEMBER WHEN...

The over-sized Catcher's Mitt Debuted. With knuckleballer Hoyt Wilhelm on the mound, Baltimore Oriole Clint Courtney used a special over-sized mitt designed by manager Paul Richards.

Carnation "Magic Crystals" burst into fresh flavor nonfat milk instantly—*for as little as 8¢ a quart!*

3-Qt., 8-Qt., 14-Qt., sizes and Five 1-Qt. envelopes.

Carnation "Magic Crystals" mix instantly in ice-cold water to give you fresh flavor nonfat milk. Ready to enjoy —naturally refreshing, delicious for drinking. Rich in all the natural protein, calcium and B-vitamins of freshest whole milk, yet low in calories.

Perfect for cooking—no special recipes needed. And "Magic Crystals" *whip*—to add wonderful new lightness in recipes... or as luscious topping with ⅔ less calories than whipped cream for only 1¢ a serving. Directions for whipping are on package.

Mixes Instantly! New Carnation "Magic Crystals" mix instantly and completely in ice-cold water, with a light stir. No lumps, no leftover paste.

Chocolate flavor Instant nonfat dry milk too! New Carnation Instant *Chocolate* Drink for delicious hot cocoa. Mix with piping hot water for rich cocoa with no milk boil-overs, no messy pots. Rich in protein, calcium and B-vitamins. Makes delicious cold chocolate drink, too—mixes instantly in ice-cold water.

1960 Interesting Facts

President of the United States
Dwight Eisenhower

Vice President of the United States
Richard Nixon

Pulitzer Prize Winner
Advise and Consent by Allen Drury

Nobel Peace Prize Winner
Albert John Lutuli

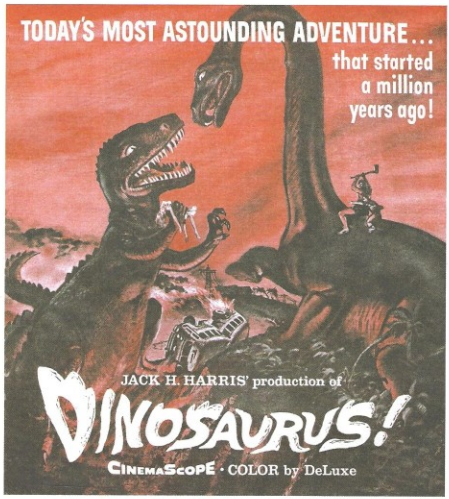
Miss America
Lynda Mead (Natchez, MS)

Speaker of the House of Representatives
Sam T. Rayburn (D)

Life Expectancy
69.7 Years

REMEMBER WHEN...

In 1960, "The Twist," by Chubby Checker, started a new dance craze.


TODAY'S MOST ASTOUNDING ADVENTURE...
that started a million years ago!
JACK H. HARRIS' production of
DINOSAURUS!
CINEMASCOPE · COLOR by DeLuxe

ALIVE with thrills!

SEE the battle between primeval beast and monster machine!
SEE the taming of a giant sixty-ton Brontosaurus by a small boy!
SEE the death-duel of the Dinosaurs!

SEE the re-birth of a Stone Age Man!
SEE the Dinosaurus crush a crowded bus like an eggshell!
SEE what happens when a prehistoric man meets a modern girl!

Starring WARD RAMSEY · KRISTINA HANSON · PAUL LUKATHER · Screenplay by JEAN YEAWORTH and DAN E. WEISBURD
Co-produced and Directed by IRVIN S. YEAWORTH, JR. · Produced by JACK H. HARRIS · A Fairview Production · A Universal-International Release

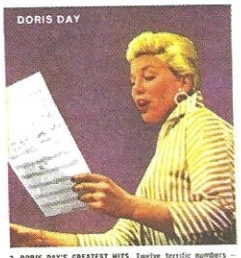
SOON at Motion Picture Theatres throughout the World!

COLUMBIA RECORD CLUB now offers new members a choice of

GREATEST HIT ALBUMS BY AMERICA'S FAVORITE RECORDING STARS ☆☆☆

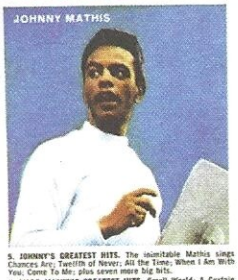
1. ELLA SINGS THE GERSHWIN SONG BOOK (VOL. 1) 12 Gershwin classics sung by the one-and-only Ella: Love Is Here To Stay; But Not For Me; Clap Yo' Hands; The Man I Love; Fascinatin' Rhythm; etc.

2. ELLA SINGS RODGERS AND HART (VOL. 1) Thou Swell; Spring Is Here; Lady Is A Tramp; With A Song In My Heart; 13 more. "Whatever it is Ella does to my songs they sound better."—R. Rodgers.



3. DORIS DAY'S GREATEST HITS. Twelve terrific numbers — every one a fabulous hit! You'll hear Everybody Loves A Lover; A Guy Is A Guy; It's Magic; Secret Love; Teacher's Pet; Love Me Or Leave Me; Bewitched; Whatever Will Be Will Be; etc. "The world's top female recording star."—Life.

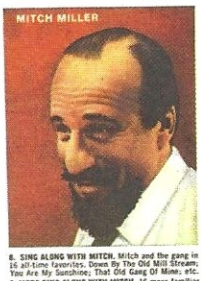
4. THE PAJAMA GAME. Doris Day sings with John Raitt on this original soundtrack recording. Hey There; Hernando's Hideaway; Small Talk; Steam Heat; 9 more lilting tunes. "For sheer fun, this one is a knockout!"—Motion Picture.



5. JOHNNY'S GREATEST HITS. The inimitable Mathis sings Chances Are; Twelfth of Never; All the Time; When I Am With You; Come To Me; plus seven more big hits.

6. MORE JOHNNY'S GREATEST HITS. Small World; A Certain Smile; Someone Call Me; Very Much In Love; Let It Rain; Teacher, Teacher; You Are Beautiful; and 5 more favorites.

7. WARM. Another Mathis best-seller that you won't want to miss. Here he sings My One And Only Love; There Goes My Heart; Warm; By Myself; and eight more.



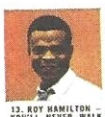
8. SING ALONG WITH MITCH. Mitch and the gang in 16 all-time favorites, Down By The Old Mill Stream; You Are My Sunshine; That Old Gang Of Mine; etc.

9. MORE SING ALONG WITH MITCH. 16 more familiar favorites: Pretty Baby; Be My Little Baby Bumble Bee; My Wild Irish Rose; Sweet Adeline; etc.

10. MITCH'S MARCHES. No one plays a march like Mitch — and here are 12 of them: Yellow Rose of Texas; River Kwai; Who Will Kiss Your Ruby Lips; etc.

11. TONY BENNETT'S GREATEST HITS. Cold, Cold Heart; Because Of You; 10 more big numbers.

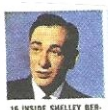
12. FRANKIE LAINE'S GREATEST HITS. High Noon; Lucky Old Sun; Jezebel; I Believe; 8 more.



13. ROY HAMILTON — YOU'LL NEVER WALK ALONE. Ebb Tide; Unchained Melody; Beware; Forgive This Fool; 8 more.

14. JO STAFFORD'S GREATEST HITS. Shrimp Boats; Teach Me Tonight; Tennessee Waltz; Jambalaya; plus 8 more.

15. FOUR LADS' GREATEST HITS. Best-selling versions of Standing On The Corner; Down By The Riverside; Bus Stop Song; Istanbul; There's Only One Of You; No Not Much; Enchanted Island; 5 more.



16. INSIDE SHELLEY BERMAN. "Truly priceless comedy"—L.A. Examiner.

17. SARAH VAUGHAN—AFTER HOURS. My Reverie; Deep Purple; 10 more.

18. 'S WONDERFUL—BAY CONNIFF. 12 exciting tunes. Speak Low; Sentimental Journey; etc.

More than 1,000,000 families now enjoy the music program of

COLUMBIA RECORD CLUB

Terre Haute Indiana

SPECIAL 5th ANNIVERSARY OFFER

ANY 5

of these superb $3.98 and $4.98 long-playing 12" high-fidelity records

for only **$1.97** RETAIL VALUE up to $24.90

if you join the Club now and agree to purchase as few as 5 selections from the more than 200 to be offered in the coming 12 months

TO CELEBRATE ITS 5th ANNIVERSARY the Columbia Record Club now offers new members ANY 5 of these high-fidelity 12" long-playing records — up to a $24.90 retail value — ALL 5 for only $1.97.

And what a tremendous selection to choose from — 38 best-selling albums in all! Yes, here are America's favorite recording stars . . . vocalists, dance bands, jazz combos, vocal groups — plus Original Cast recordings of Broadway's biggest hit shows!

TO RECEIVE YOUR 5 RECORDS FOR ONLY $1.97 — mail the coupon now. Be sure to indicate which one of the Club's three musical Divisions you wish to join: Listening and Dancing; Broadway, Movies, Television and Musical Comedies; Jazz.

HOW THE CLUB OPERATES: Each month the Club's staff of music experts selects outstanding recordings for all three Divisions. These selections are fully described in the Club's entertaining music Magazine, which you receive free each month.

You may accept the monthly selection for your Division . . . take any of the wide variety of other records offered in all Divisions . . . or take NO record in any particular month.

Your only obligation as a member is to purchase five selections from the more than 200 Columbia and Epic records to be offered during the coming 12 months. Thereafter, you have no further obligation to buy any additional records . . . and you may discontinue your membership at any time.

FREE BONUS RECORDS GIVEN REGULARLY. If you wish to continue as a member after purchasing five records, you will receive a Columbia or Epic Bonus record of your choice free for every two selections you buy.

The records you want are mailed and billed to you at the regular list price, generally $3.98, plus a small mailing and handling charge.

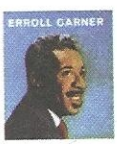
THIS SPECIAL 5th ANNIVERSARY OFFER may never be repeated! So act now — mail the coupon today!

19. PERCY FAITH — BOUQUET. Autumn Leaves; Ebb Tide; Laura; Beyond the Sea; 8 more. "Wonderful tunes . . ." —Billboard.

20. PERCY FAITH — VIVA. 14 songs of Mexico. La Cucaracha; El Rancho Grande; etc. "Flavor captured magnificently." — Philadelphia Inquirer.

21. ANDRE KOSTELANETZ — STRAUSS WALTZES. Ten lilting waltzes: Tales From the Vienna Woods; The Blue Danube; Emperor Waltz; etc.

22. ANDRE KOSTELANETZ — LURE OF PARADISE. A magic carpet of exotic melody. Sweet Leilani; Bali Ha'i; Song of the Islands; Kashmiri Song; and ten others.



23. ERROLL GARNER GEMS. "The man for whom the piano was invented." — Newsweek. Laura; The Way You Look Tonight; 10 more.

24. ERROLL GARNER — CONCERT BY THE SEA. Concert recording at Carmel, Calif.; Where or When; April in Paris; Erroll's Theme; Autumn Leaves; plus 7 more.

14 MORE ALBUMS TO CHOOSE FROM

25. SOUTH PACIFIC. The complete score of the best-selling Original Cast Recording, starring Mary Martin and Ezio Pinza.

26. MY FAIR LADY. The big Lerner-Loewe smash hit starring Rex Harrison, Julie Andrews and the Original Broadway Cast.

27. PORGY AND BESS. Original soundtrack recording of George Gershwin's popular folk opera. 19 great songs in all.

28. THE STUDENT PRINCE. Complete score of this delightful operetta: Deep in My Heart; Drinking Song; etc.

29. WEST SIDE STORY. The Original Broadway Cast Recording starring Carol Lawrence. Complete score.

30. BELLS ARE RINGING. Judy Holliday and the Original Broadway Cast. "A big, brilliant success!"—N. Y. Journal-American.

31. LES PAUL — LOVER'S LANE. A gala feast of Hawaiian melody! Sweet Leilani; My Little Grass Shack; 10 more.

32. THE EDDY DUCHIN STORY. Eddy Duchin at the piano in 15 of his original recordings: Time On My Hands; Brazil; Stardust; etc.

33. THE LORD'S PRAYER. The Mormon Tabernacle Choir in 11 wonderful songs. "An extraordinary chorus"—N.Y. Times.

34. SKATING TIME. Ken Griffin at the Organ. Sentimental Journey; Marie; 10 more numbers.

35. AHMAD JAMAL TRIO. "Unbelievably subtle"—Downbeat. Perfidia; Love For Sale; Autumn Leaves; Rica Pulpa; Donkey Serenade; Black Beauty; and 6 more exciting hits!

36. GOLDEN VIBES — LIONEL HAMPTON. "Hamp" plays 12 all time hits. "Best Hampton record in ages."—Ralph J. Gleason.

37. INDIGOS — DUKE ELLINGTON. The "Duke" backed up by his great orchestra waits us a blue mood. Mood Indigo; Solitude; plus 7 more.

38. HITS FROM THE MOVIES. Featuring Percy Faith's original theme from "A Summer Place"; Doris Day sings "Pillow Talk" and "Possess Me" from "Pillow Talk." 10 more favorites.

SEND NO MONEY — Mail coupon to receive 5 records for $1.97

COLUMBIA RECORD CLUB, Dept. 299-6
Terre Haute, Indiana

I accept your special 5th Anniversary Offer and have circled at the right the numbers of the five records I wish to receive for $1.97, plus small mailing and handling charges. Enroll me in the following Division of the Club:

(check one box only)

☐ Listening and Dancing ☐ Jazz
☐ Broadway, Movies, Television and Musical Comedies

I agree to purchase five selections from the more than 200 to be offered during the coming 12 months, at regular list price plus small mailing and handling charge. Thereafter, if I decide to continue my membership, I am to receive a 12" Columbia or Epic Bonus record of my choice FREE for every two additional selections I accept.

Name.....
(Please Print)
Address.....
City.....ZONE.....
State.....

CANADA: prices slightly higher; address 1111 Leslie St., Don Mills, Ont.

If you wish to have this membership credited to an established Columbia or Epic record dealer, authorized to accept subscriptions, fill in below:

Dealer's Name.....
Dealer's Address.....370

"Columbia," "Epic," Marcas Reg. © Columbia Record Club, Inc., 1960

CIRCLE 5 NUMBERS:		
1	14	27
2	15	28
3	16	29
4	17	30
5	18	31
6	19	32
7	20	33
8	21	34
9	22	35
10	23	36
11	24	37
12	25	38
13	26	55-JJ

1960 Cost of Living

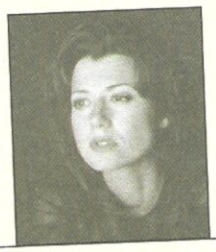
Living

New House	$12,675.00
Average Income	$5,199.00 per year
New Car	$2,610.00
Average Rent	$98.00 per month
Tuition to Harvard University	$1,250.00 per year
Movie Ticket	$1.00 each
Gasoline	25¢ per gallon
United States Postage Stamp	4¢ each

Food

Granulated Sugar	89¢ for 10 pounds
Vitamin D Milk	$1.04 per gallon
Ground Coffee	97¢ per pound
Bacon	65¢ per pound
Eggs	30¢ per dozen
Fresh Ground Hamburger	58¢ per pound
Fresh Baked Bread	20¢ per loaf

1960 Birth Notices

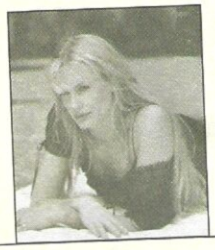


Amy Grant
November 25

Amy Grant was born in Augusta, GA. She has sold nearly 18 million records and has won five Grammies and 17 Dove awards. Grant has performed everywhere from the White House to The Grand Ole Opry to Monday Night Football. Some of her songs include: "Sing Your Praise to the Lord" and "Baby Baby."

Sean Penn
August 17

Sean Penn was born in Burbank, CA. His family moved to Malibu, where his neighborhood friends, Emilio Estevez, Charlie Sheen and Rob Lowe, would often dabble in a bit of Super-8 film making. Some of Penn's movies include: "Being John Malkovich," "Fast Times At Ridgemont High," and "Taps."



Daryl Hannah
December 3

Daryl Hannah was born in Chicago, Illinois. She was diagnosed as almost autistic when she was a child. Being the step-niece of director, Haskell Wexler, she had a connection to the film industry. Some of her movies include: "Blade Runner," "Splash," "Crazy People," and "Grumpy Old Men."

February 8
Dino Ciccarelli (NHL Hockey Player)

February 14
Jim Kelly (NFL Quarterback)

March 27
Jennifer Grey (Actress)

May 31
Chris Elliott (Actor)

November 25
John F Kennedy Jr. (Lawyer)

You're in a world of quiet beauty—aboard the Douglas DC-8 jetliner!

Honeymooners call it ... (and so will you!)

"The world's most romantic jetliner"

The young in heart discover, to their delight, that a flight on the DC-8 is more than a trip on a jet.

They are aware immediately of a special air about the DC-8—an atmosphere of charm and warmth not so apparent on any other jetliner.

You—like them—will appreciate the pleasant intimacy of the DC-8 lounges. You'll find too, that the deep, contoured, high-backed seats—created by Douglas—lend a welcome sense of privacy to your conversations.

Even the *large*, curtained windows add their note of romance by giving one and all a generous view of the heavenly splendors. Individual reading lights, private *tables*, seat-back call buttons . . . all were designed to bring you personal luxury—*at almost 600 miles an hour!*

For your next flight, enjoy *all* the glamour and luxury of jet flying. Make a date with the DC-8 . . . world's most romantic jetliner!

More airlines choose the DC-8 than any other jetliner: Alitalia-Linee Aeree Italiane • Canadian Pacific Airlines • Delta Air Lines • Eastern Air Lines • Iberia Airlines of Spain • Japan Air Lines • KLM Royal Dutch Airlines • National Airlines • Northwest Orient Airlines • Panagra • Panair Do Brasil • Pan American World Airways • Philippine Air Lines • SAS—Scandinavian Airlines System • Swissair • Trans-Canada Air Lines • Transports Aeriens Intercontinentaux • UAT French Airlines • United Air Lines

DOUGLAS DC-8

That Big One!!
NOT SUITABLE FOR CHILDREN
FRANK SINATRA ! ! DEAN MARTIN
SAMMY DAVIS JR. PETER LAWFORD
ANGIE DICKINSON
"OCEAN'S 11"
Nobody else would have dared it because nobody else would have the nerve! Just Danny Ocean and his 11 pals— the crazy night they blew all the lights in Las Vegas!...
TECHNICOLOR® PANAVISION
WARNER BROS.
RICHARD CONTE · CESAR ROMERO · PATRICE WYMORE · JOEY BISHOP · AKIM TAMIROFF · HENRY SILVA
DORCHESTER

1960 Music & Movie Favorites

Music

The Twist - by Chubby Checker

Save the Last Dance for Me - by The Drifters

Stay - by Maurice Williams & The Zodiacs

Stuck on You - by Elvis Presley

Teen Angel - by Mark Dinning

Alley-Oop - by The Hollywood Argyles

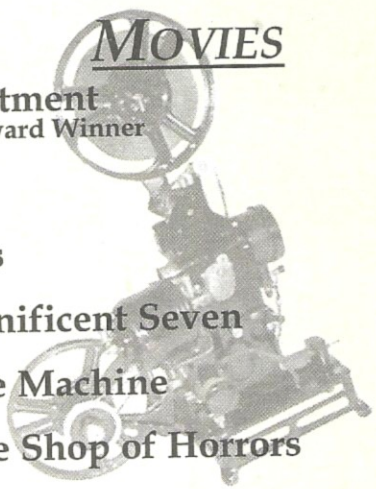
Are You Lonesome Tonight? - by Elvis Presley

Cathy's Clown - by The Everly Brothers

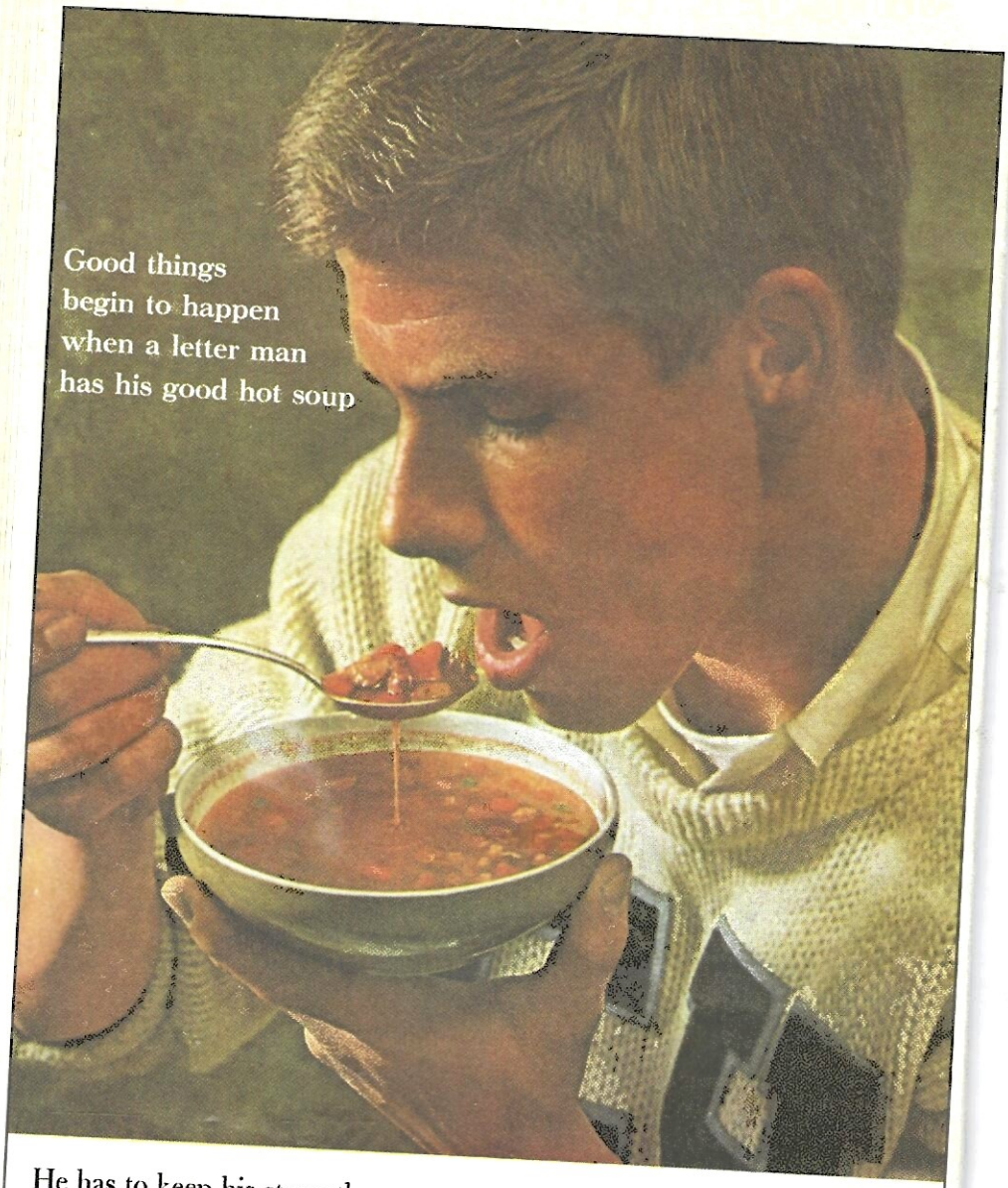
El Paso - by Marty Robbins

Georgia on My Mind - by Ray Charles

Movies

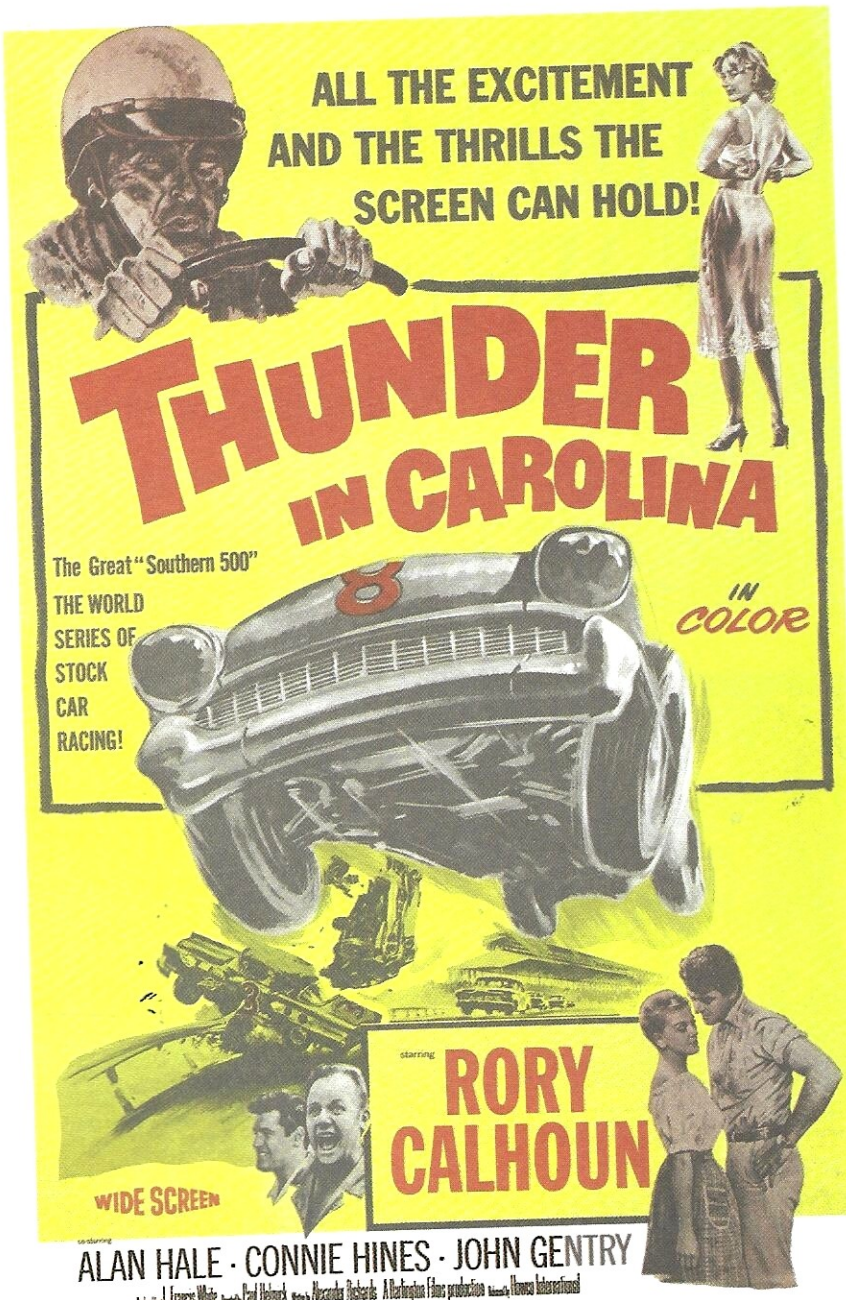


- The Apartment
  Academy Award Winner
- Psycho
- Spartacus
- The Magnificent Seven
- The Time Machine
- The Little Shop of Horrors



He has to keep his strength up—so he's having soup after sports. Today it's Campbell's Vegetable Beef Soup, chock-full of the good natural nourishment of good natural foods. Lean beef. Six garden vegetables, picked sun-ripe. All in a good, fragrant broth, robust with beef and vegetable juices. It smells good. Tastes good. Makes a fellow feel good, too. And it's ready in 4 minutes for a letter man…or you.

Have you had your soup today? Campbell's (M'm! M'm! Good!)


ALL THE EXCITEMENT
AND THE THRILLS THE
SCREEN CAN HOLD!
THUNDER
IN CAROLINA
The Great "Southern 500"
THE WORLD
SERIES OF
STOCK
CAR
RACING!
IN
COLOR
starring
RORY
CALHOUN
WIDE SCREEN
ALAN HALE · CONNIE HINES · JOHN GENTRY

new shaving invention

NEEDS NOTHING BUT WHISKERS!

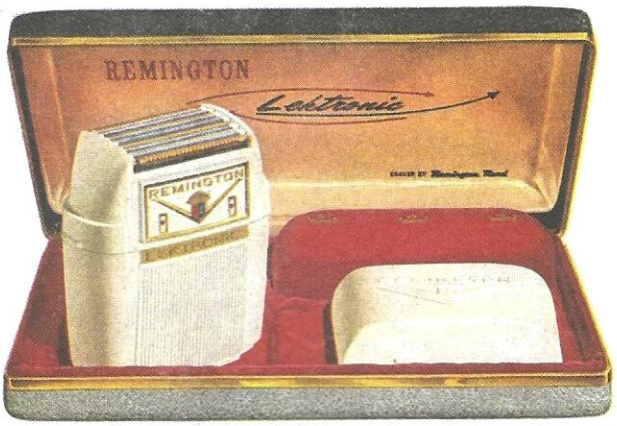
No wires...No water...No sockets...No soap

Why be wired to a wall or shackled to a sink? Now you can shave free as a breeze and feel just as clean. How? Use the New Remington Lektronic Shaver. It gives you the convenience of *cordless* shaving. It gives you razor-close shaves with roller comb comfort.

You can shave anywhere in the world . . . whenever you want . . . actually do other things while you shave. You can read a book, watch TV, avoid the morning bathroom rush . . . do just about anything you want to. You're cleaned up without being tied down. No messy soap suds either.

Try the new Remington Lektronic Shaver soon. It's ideal for trips as well as regular everyday use.

It's the one shaver with everything—needs nothing but whiskers! Yours!



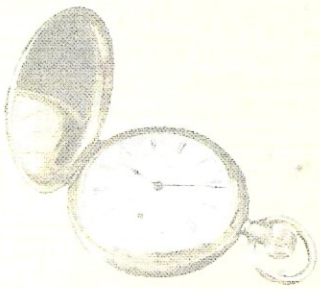
Shave anywhere in the world with the Remington Lektronic Shaver. Any alternating current voltage from 90 to 250 will recharge it. The Lektronic also features Remington's exclusive roller combs that adjust to every beard and skin . . . plus a man-size head, six rows deep.

Stores power for up to 3 weeks of shaves. And there are no batteries to replace!

New Remington Lektronic TRADEMARK Shaver

Give him the gift of cordless shaving ➧

1960 Calendar



January

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31						

February

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April

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June

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August

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September

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October

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November

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December

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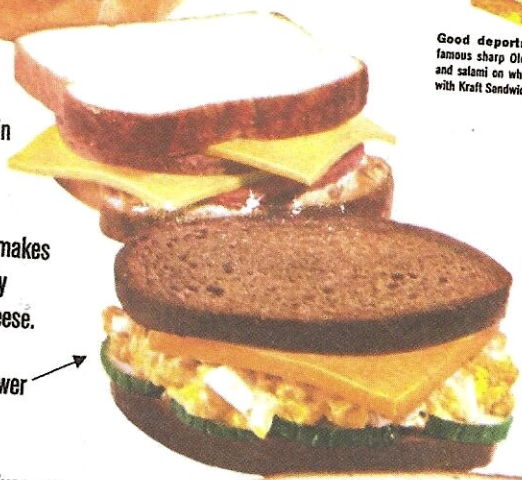
Smart ideas for sandwiches to go to school!

Extra credit. Mellow Kraft American Slices with cooked frankfurter slices on a bun spread with Kraft Salad-Style Mustard.

Good deportment. Kraft's famous sharp Old English Brand and salami on white bread spread with Kraft Sandwich Spread.



Rich cheese flavor in every bite...

because Kraft makes them from truly fine natural cheese.

High protein power per slice...

because Kraft gives you generous full-ounce slices.

Very upper-class! Kraft Pimento with crispy cucumber slices and egg salad on pumpernickel.

Easy homework! Kraft Swiss Slices with sliced chicken and stuffed olives on rye bread spread with Kraft Mayonnaise.

A-plus—sliced radishes and canned luncheon meat, sandwiched with creamy Kraft DeLuxe Brick on whole wheat.

KRAFT CHEESE IS GREAT PROTEIN FOOD

Arithmetic. You can buy cheaper slices . . . but none with the extra-rich cheese flavor Kraft gives you. Kraft DeLuxe Slices—the best-tasting pasteurized process cheese you can buy.

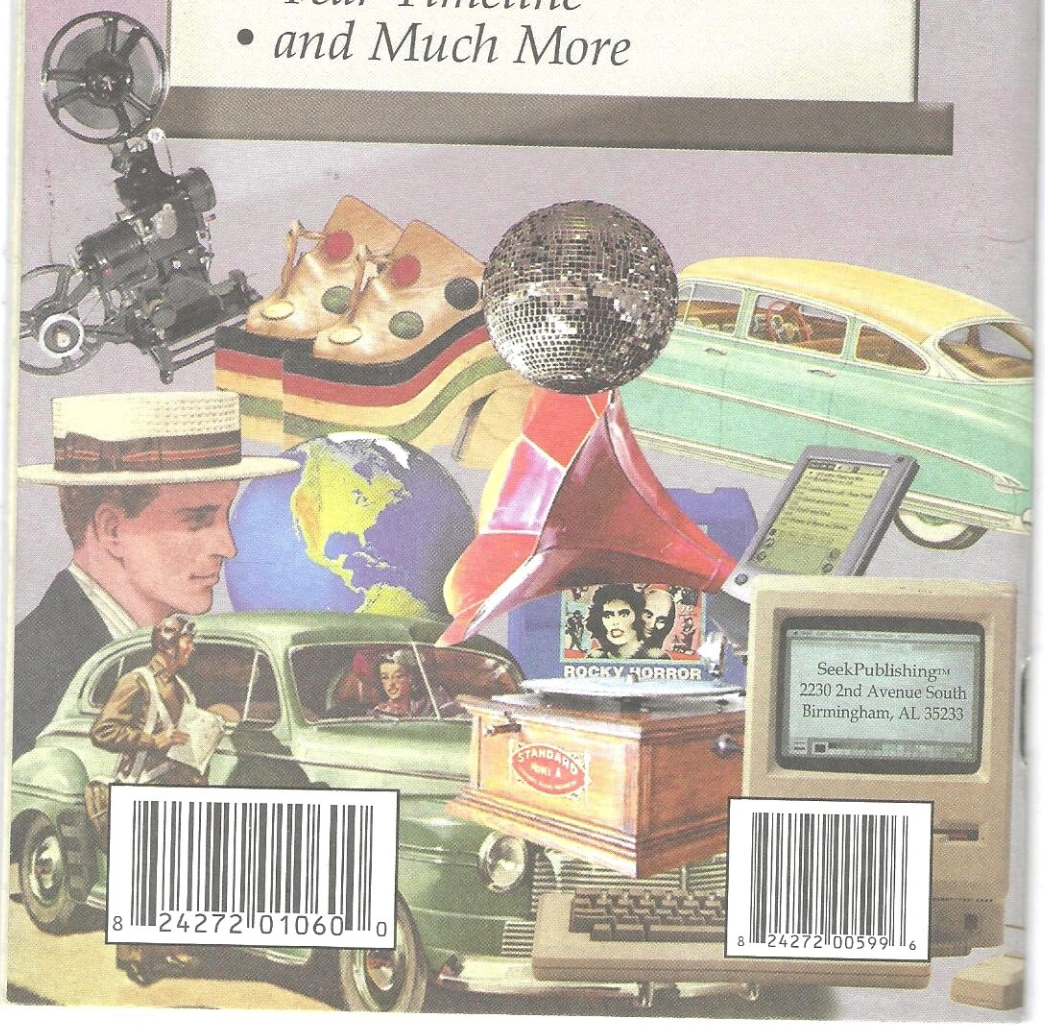
Personal Memories

Notes:

Take a Look Back at a 1960 *KardLet*®

and Remember When...

- *National and World News*
- *Full-Color Advertisements*
- *Movies, Music and Sports*
- *Price Index*
- *Famous Births*
- *Year Timeline*
- *and Much More*



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